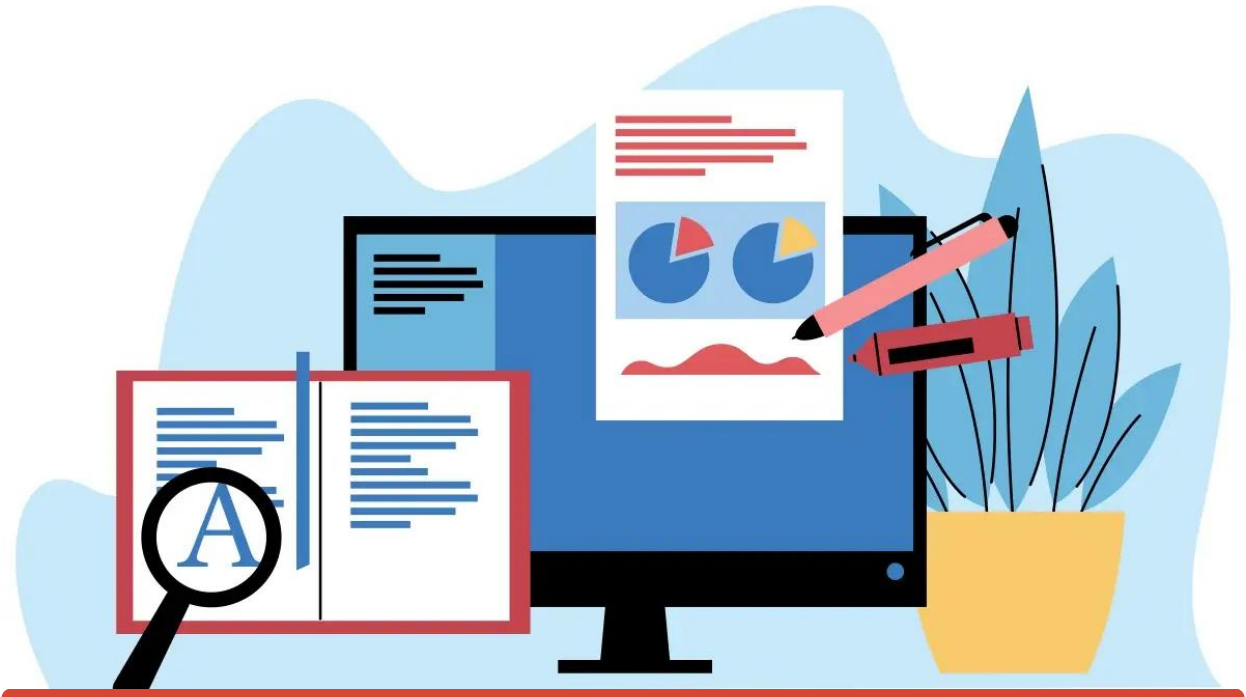


Writing New Product Business Cases

Duration: 5 Days

Language: en

Course Code: PM1-102

Objective

Upon completion of this course, participants will be able to:

- Construct and write a business case that engages and convinces others that the new product idea will sell
- Explain the purpose of a business case for new products
- Garner support for new products using persuasive business case documents
- Understand the recipients of the business case and ensure that the language used appeals to them.
- Use research to determine the most impactful factors when building a business case.
- Show justification from a market point of view for the new product.
- Identify the core issues in support of the business case
- Explain the viability of the business case
- Justify the product and the business case

- Confidently present the business case using persuasive language

Audience

This course is intended for

- R&D managers
- Marketing directors
- Business development managers
- Product managers
- Product development teams
- Finance directors
- Business owners and inventors
- Anyone looking to upskill for future career prospects

Training Methodology

Teaching takes place in various settings, including face-to-face in a classroom environment. It will ensure that participants can expand their knowledge of the subject and increase their skill set. The course is delivered via various methods by a specialist tutor. This will include PowerPoint presentations, reviewing articles and other relevant materials, group or individual exercises and discussions. There may be some independent work set, and the course will require submitting articles to demonstrate understanding and an end-of-course test. Note-taking is encouraged, and you are welcome to use electronic devices. The course manual will form part of the learning but will give you references for the future. You are encouraged to ask questions and, if needed, spend time one-on-one with your tutor to review any issues. You can network with peers in similar roles during your time in the classroom.

Summary

New products fuel a company's growth, innovation, and competitive edge; however, they also carry significant risks, especially when launched without a comprehensive strategy. A

poorly planned product launch can lead to financial losses, wasted resources, and missed opportunities. The foundation of any successful new product launch lies in a well-crafted business case—an essential document that serves as a persuasive pitch, laying out the justification for the product and securing the necessary buy-in from stakeholders. A compelling business case can mean the difference between your product moving forward or being shelved in favour of competing initiatives. This document must be convincing, anticipate potential challenges, address risks, and present a clear path to profitability.

Writing a business case for a new product requires strategic thinking, data analysis, and persuasive communication. The case must be thorough yet concise, with each component—from market analysis and financial projections to risk assessments and resource requirements—working together to tell a cohesive story that resonates with investors, executives, and team members alike. This course, *Writing New Product Business Cases* , equips participants with the tools to craft powerful business cases that build credibility, confidence, and enthusiasm for new product ideas.

Participants will learn the structured formats and persuasive language techniques necessary to produce a business case that addresses all relevant issues and withstands scrutiny. With practical exercises and examples, this course will cover everything from identifying key components to tailoring messages for diverse audiences. By the end of the course, you'll be able to articulate a compelling case for any new product, capturing attention and securing the support needed to turn innovative ideas into reality. Whether aiming to introduce a groundbreaking product or improve an existing line, this course provides essential skills to elevate your approach to business case writing.

Course Content & Outline

Section 1: Business Case and Assessors

- What makes a good business case?
- Knowing what to include in the content and why it matters
- Who are the assessors?
- Getting to know the assessors and how they think
- Covering the things that matter to the assessors in the business case

Section 2: Product Success and Market Challenges

- Market challenges - how to mitigate them in the business case
- The superior value test that customers use: the willingness to pay
- The balancing act - sustainability vs. profitability
- Ensuring that the business case has proven credibility
- Establishing the potential chance of success

Section 3: The Product Fit Within the Organisation

- An organisation's value chain and the new product impact
- Can you prove a strategic fit with the business case
- How can we define the critical factors for success?
- What are the potential outcomes of the product?
- Creating a successful outline strategy

Section 4: Business Case Writing, Resource and Justification

- Resources and investment - how to justify and clarify
- Coping with specified changes
- The formal structure of the written business case
- Presenting a proper business case
- Making your business case professional and persuasive

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

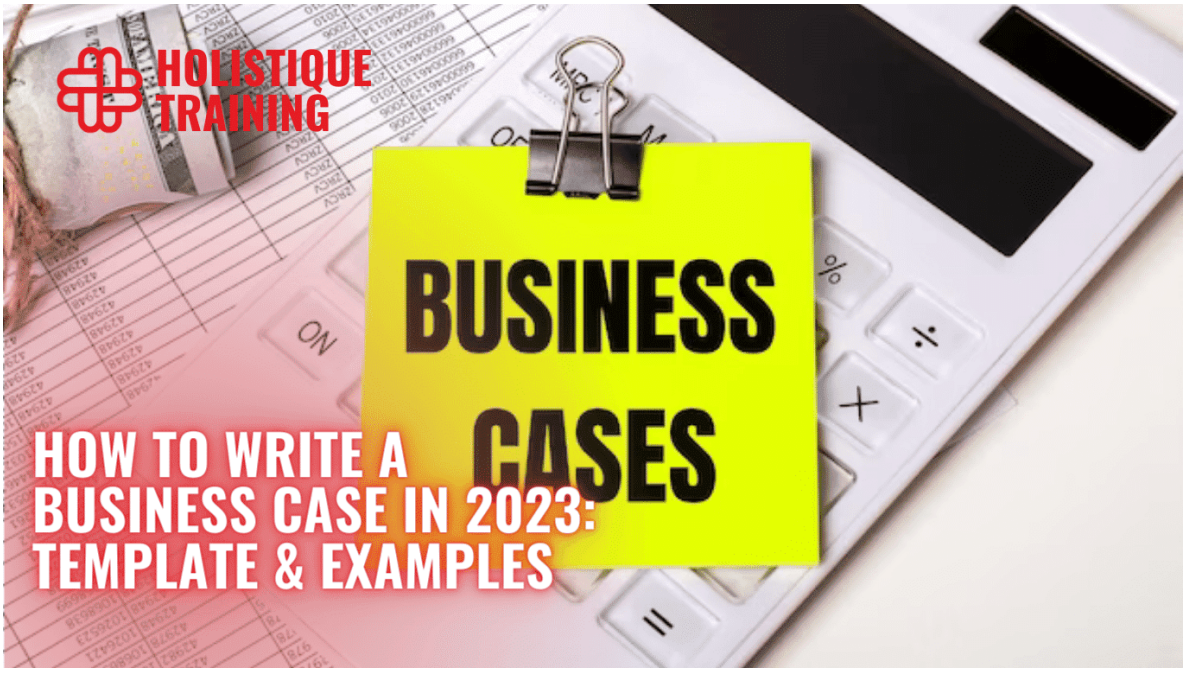
Categories

Manufacturing, Sales & Marketing

Tags

Product, Business Cases, Product Business

Related Articles



How To Write A Business Case in 2027: Template & Examples

Learn how to write compelling business cases with steps, templates, and examples. Master this key skill to influence decisions and secure resources.

YouTube Video

https://www.youtube.com/embed/8S4G2e5ZP2w?si=_OzEjlWAyR7AL-08